



# SHIBA Outreach Checklist

**Name of Event:** \_\_\_\_\_

**Name of Outreach Lead:** \_\_\_\_\_

**Outreach Lead Phone Number:** \_\_\_\_\_

**Outreach events or presentations should include the following items:**

- Posters
- Cube pads
- SHIBA video
- SHIBA health folders
- SHIBA rack card
- Accompanying SHIBA pubs – depends on the topic of your presentation. Be sure to include on your list the following pubs:
  - SHIBA volunteer recruitment mailer
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## For Outreach Presentations

**Four to six weeks prior to outreach presentations:**

- If it's a presentation, book the presentation room
  - Make sure the room suits your needs and makes it easy to present
  - Choose a seating configuration that permits the audience to listen comfortably
  - If you need a projector, ask if they have one that is compatible with your laptop or if you need to bring your own projector
  - Find out if the room has projector screen or a large plain wall to view the presentation
  - Ask if they have an easel or whiteboard you can use to set up a "parking lot" to document questions you can't answer
  - Order your publications from Dept. of Enterprise Services Fulfillment at [myfulfillment.wa.gov](http://myfulfillment.wa.gov).

**Two to three weeks prior to outreach presentation:**

- Send out a press release to local media
- Send out small article to community partners to include in their local newsletters
- If using a campaign-in-box presentation, place accompanying flyers around community to advertise presentation

**Day before presentation(s):**

- Call to confirm booking of presentation room
- Make sure screen is available if you need to use it

**Things to bring with you the day of the presentation(s):**

- Overhead projector for presentation foils, or a laptop and projector if using PowerPoint presentation on CD
- Presentation screen, if necessary
- Accompanying SHIBA pubs
- Flip chart and colored pens
  - o Be sure to write down your name and the SHIBA HelpLine name
  - o Use flip chart to write down any audience questions and answers
- Your SHIBA nametag
- SHIBA business cards with your sponsor's local phone number
- Sign-up sheet
- Pens
- Tape
- Extension cord and a 3/2 hole prong converter
- SHIBA business cards
- Podium
- SHIBA banner
- Interest in SHIBA volunteer opportunity materials
- Public presentation evaluations
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**After the presentation event(s):**

- Enter information into the SHIBA Onlien Public and Media form

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## For Outreach Events (such as health fairs)

### Four to six weeks prior to outreach event:

- If it's an outreach event, reserve your booth space.
  - Find out if the booth space includes a table
  - Bring your portable booth and accompanying graphics
  - Find out if the booth includes electricity so you can run the SHIBA video from a laptop computer
  - If you need an Internet connection, find out if they provide the connection
  - Order your publications from Dept. of Enterprise Services Fulfillment at [myfulfillment.wa.gov](http://myfulfillment.wa.gov)

### Things to bring with you the day of the outreach event:

- Portable booth and accompanying graphics
- Laptop
- SHIBA video
- Accompanying SHIBA pubs
- Your SHIBA nametag
- SHIBA business cards with your sponsor's local phone number
- Pens
- Tape
- Extension cord and a 3/2 hole prong converter
- SHIBA business cards
- SHIBA banner
- SHIBA posters
- SHIBA cubes
- SHIBA health folders
- Interest in SHIBA volunteer opportunity materials
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### After the outreach event:

- Enter information into the SHIBA Online Public and Media form